

Destination: Utah Tourism

AN INDUSTRY DISPATCH FROM
THE UTAH OFFICE OF TOURISM

Spring 2006

UTAH

LIFE ELEVATED

Bryce Canyon
National Park



Cedar Breaks
National Monument

"LIFE ELEVATED" A NEW ATTITUDE FOR UTAH BRANDING

The Utah Office of Tourism hired W Communications last summer to develop a new brand for the state. Meetings were held **around the state last fall** and **focus groups** were conducted in **key U.S. markets and in London** before the end of the year. While a tagline was initially developed in December for the launch, trademark research proved it was too close to a competitor state. More time was spent refining the slogan during February and early March and we now believe our **new Utah logo** with the **"Life Elevated"** tag line is even better.

While developing the new brand, our office has **never stopped promoting Utah** with **interim advertising** and a **\$2 million Cooperative Marketing Program** that has become quite popular. Our tourism partners have put up billboards, placed print ads, and television spots are airing touting Utah's year-round vacation spots. Applications for the second round of funding were due on April 7, 2006 and the money will be awarded in May during the 3rd Annual Tourism Conference.

We **appreciate all of our tourism partners** who work so hard to secure funding. **The legislation is working** and our office will continue to address key markets around the world to make sure the **money is spent strategically** and our **advertising translates into increased visitor spending**. We have been very fortunate. Utah lawmakers approved a **\$3.6 million base budget** for the Office of Tourism. The agency will have a **new allocation of \$11 million for advertising** in the next fiscal year, which includes \$4 million allocated last year, \$4 million restored with surplus monies, and \$3 million in Performance Based Funding. **\$2.2 million will be available for the Co-op program** next year. Thanks for all you do!

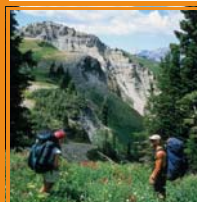
Jeff von der Esch



Horseback Riding In
Southeastern Utah



Flaming Gorge Nat'l
Recreation Area



Hiking in Albion Basin
Big Cottonwood
Canyon

Governor's Office of Economic Development

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Governor

Gary R. Herbert
Lieutenant Governor

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ST. GEORGE HOSTS "GO WEST SUMMIT" 2006

Approximately 300 tourism professionals attended **Go West Summit**, February 1—4, 2006 at the Dixie Center in St. George. This was the first time the conference, which draws participants from across the globe, had been held in St. George.

Congratulations go out to **Roxie Sherwin** and **Pam Hilton** of the **St. George Area Convention and Visitor's Bureau**. They organized a very successful show with an advantageous two to one ratio of suppliers and marketing organizations to tour operators currently conducting tours in the west or planning to do so.

Dick Bradford, **Leigh von der Esch**, **Mike Deaver**, **Tracie Cayford**, and **Patti Denny** represented the Utah Office of Tourism in various aspects of the summit.

UOT conducted two pre-conference familiarization tours focusing on national and state parks, and a post conference Fam highlighting state parks. **Osamu Hoshino** also conducted a tour in southern Utah for the Japanese market.

Many positive comments were received regarding the Utah

tours, which had the highest response rate of any Fams offered.

Mike Deaver and Tracie Cayford provided an update on Utah's branding efforts and cooperative marketing program during a Utah caucus meeting. The Utah Office of Tourism sponsored a dinner featuring a theatrical musical performance highlighting Utah destinations, presented by a local Washington County performing group.

The Office of Tourism had 35 prescheduled appointments with tour operators from **Mexico, Singapore, Canada, the UK, El Salvador, France, China (Hong Kong), Italy, Hungary, Germany, Malaysia, Brazil, and the United States.**

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Pam Hilton and
Leigh von der Esch

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3rd Annual

Utah Tourism Conference

MAY 17 - 19, 2006

Sponsored by
Utah Tourism Industry Coalition and the Utah Office of Tourism

TAKING CARE OF BUSINESS AND YOU

Ogden Marriott, Ogden, Utah

Sessions will include these topics and more:

Creating an event as a destination
What a travel writer really wants
Energy production and tourism
Making the Utah brand work for you

Register online: www.utahtourism.org

ADVERTISING COMPETITION DEBUTS AT CONFERENCE

The Utah Office of Tourism in conjunction with the Utah Tourism Industry Coalition is pleased to announce the **First Annual Utah Tourism Advertising & Marketing Contest**.

This contest will celebrate Utah's best in tourism advertising, marketing and promotion, with winners announced at the **Utah Tourism Conference**, May 17-19, 2006 at the Ogden Marriott, Ogden, Utah. A \$20 fee will be charged for **each entry**. Organizations may submit an unlimited number of entries.

The contest is open to Arts / Cultural Organizations / Businesses, Attractions, Convention Services / Facilities / Entertainment, Destination Management Companies / Tour Operators, Destination Marketing Organizations (CVB's, County Travel Councils, Travel Regions, etc.), Hotels/Motels / Bed & Breakfast Inns, Ranches, Lodges, Restaurants, Shopping / Specialty Stores, Ski Areas / Mountain Resorts, Sports / Recreation / Guides & Outfitters and Transportation Services.

Entry Categories

Activity / special events brochures	Radio/PSA's
Billboards	Specialty Items <i>Clothing, pens, mugs, posters, give-aways, etc.</i>
Brochures	TV ads
CD's/DVD's	Tradeshow Booths
Direct Mail	Visitors Guides (may contain advertising)
E-mail promotions	Websites
Logos	
Media Kits	
Miscellaneous	

The **Deadline** for Entries is **May 5, 2006**.

A separate sample must be provided for each category entered.

A separate sample must be provided for each category entered.

All entries must have appeared or have been used between Jan. 1, 2005 and the present.

There is no limit to the number of categories or submissions entered within each category.

For more information, a copy of the complete contest rules and an entry form, go to



COOPERATIVE MARKETING PROGRAM FUNDING UPDATE

The deadline for applications in the Utah Office of Tourism's second cycle of the Cooperative Marketing Program's funding was April 7, 2006. The next application deadline will be **August 4, 2006**.

Applications are **physically due** at the Utah Office of Tourism (UOT) no later than **4:00 pm on the deadline date**. No faxed or e-mailed applications will be accepted. Applicants are encouraged to submit applications early, as this will allow staff more time to review the applications and notify applicants of incomplete applications. **Applications that are incomplete after the deadline will not be considered for funding**. Staff review will occur after applications are received.

Please Note: The Cooperative Application Form and Guidelines have been revised. Be sure to **download the latest versions from travel.utah.gov** before preparing an application.

Appropriate applicants must fit the following **guidelines**:

They must be Destination Marketing Organizations, such as Chambers, Convention and Visitors Bureaus and Regional Tourism Organizations; or Public Sector Organizations, such as Events, Festivals, Associations, Attractions, Recreation and Entertainment Venues.

Organizations must be exempted from Federal Income Tax under Section 501 of the Internal Revenue Code. Applicant organizations must be established as non-profit entities for a minimum of one year.

Applicants may not use the 501(c) status of another entity, or their out-of-state parent organization. No qualified entity may serve as a fiscal agent for a non-qualified entity.

Applicants must notify the Office of Tourism of additional government spending used in the project.

The budget to complete the project must be included with each application

Joint applications are encouraged. Partnerships between tourism entities will be given greater consideration.

When submitting a joint application, one organization must be the lead organization for the application and the names of all other partners must be listed on the application.

If an applicant chooses to submit a joint application, the applicant's partners must also be qualified non-profit DMOs or similar public entities.

UTAH IN THE NEWS

Yes, It is "The Greatest Snow on Earth!"®

The January 2006 issue of *Future Snowboarding* magazine named **Salt Lake City** as the **Number One North American City in which to be a snowboarder**. The rest of the Top Five List were: [# 2] Vancouver, British Columbia; [# 3] Seattle, Washington; [# 4] Denver, Colorado; and [# 5] Calgary, Alberta.



In December, 2005, Internet giant, **Yahoo!** indicated **Brighton**, Utah was **eighth on their list of Top Ten Ski Resort Searches**.

Cowboy Up !



American Cowboy Magazine's January/February '06 issue listed **Kanab's Western Legends Roundup**, and **Moab's Western Stars** event among the nation's **"101 Great Western Events."**

The January/February '06 edition of *True West Magazine* named **Helper** as **10th on its list of Best Western Towns**. The magazine also highlighted **Heber City** as an **up and coming western destination** worth watching.

Utah Dinosaur Makes the Top 100 List

The **Falcarius utahensis**, also known as "Utah's sickle-maker," made the list of **the 100 Top Science Stories of 2005** in *Discover* Magazine. The dinosaur, which has been called a bizarre omnivore, **ranked 85th** on the list.

The *Falcarius* was unearthed from the Cedar Mountain Formation near Green River. The research team included crews from the Utah Geological Survey and the University of Utah. The dinosaur is believed to have been fast and covered with "proto"feathers. It represents the transition between small meat-eating dinosaurs and the typical and much larger plant-eating therizinosaurid dinosaurs.

Birds of a Feather ...

March marked the grand opening of the newly-completed **Wildlife Education Center at the Bear River Migratory Bird Refuge** near Brigham. The center allows the public to learn about wildlife and plant species of the Bear River Refuge and the Great Salt Lake Ecosystem. It is also a resource on environmental education for schools, youth groups, universities, conservation organizations and anyone interested in the importance of wetland environments. The 28,000 square foot education center has a visitor information desk, 3,500 square foot exhibit hall, classrooms, a research lab, 200-seat auditorium, a gift shop and book store, and it houses the administrative offices for the Bird Refuge staff. There is also an associated wetland trail system. **Contact: 435-723-5887** or www.bearriver.fws.gov



The **8th Annual Great Salt Lake Bird Festival** will be held May 18—23, 2006. The Festival is based in Farmington but includes extensive fieldtrips, workshops and visitor bird viewing opportunities ranging over multi-county destinations and to the Idaho and Wyoming Borders. The festival also offers "Behind the Gates" access to areas not open to the general public. Speakers and presenters include locally and nationally recognized experts. For complete information and on-line registration, **Contact: greatsaltlakebird-fest.com**.

Utah Shakespearean Festival Recognized



The **American Bus Association**, which represents about 950 motor coach and tour companies in the United States and Canada, has recognized the Tony Award-winning Utah Shakespearean Festival as one of **North America's Top 100 Events for 2006**. The 2006 festival, June 22—September 2, 2006 will present six plays in repertory in its Cedar City theatres on the campus of Southern Utah University: *Hamlet*, *The Merry Wives of Windsor*, *Antony and Cleopatra*, *On Golden Pond*, *Room Service* and *H.M.S. Pinafore*. From September 23—October 30 there will be three additional productions: *The Merchant of Venice*, *Peg o' My Heart*, and *Johnny Guitar*. **Contact: www.bard.org**

What's New ?

A photograph of Bryce Canyon taken by Moab-based photographer, Tom Till appears on a **new 63-cent first-class postage stamp**. The stamp, showing the canyon's famous red rock spires, was unveiled by the U.S. Postal Service, March 3, 2006 at the Bryce Canyon National Park Visitor Center and the Salt Lake City Main Library. The Bryce Canyon stamp is part of the Postal Service's Scenic American Landscape Series.



The **Utah Trails Cultural Center** has opened at Zion Mountain Resort on Hwy 9, three miles from the east entrance of Zion National Park. The Cultural Center offers tipi lodging, and outdoor activities including instruction in mountain man skills, tomahawk throwing, bow and arrow use, and classes on rock art. Horseback riding is available, along with campfire programs and nightly Native American entertainment. **Contact: www.utahtrailsresort.com**

This spring, **Zermatt Resort and Spa** will open in Midway. The up-scale property has a European theme with guestrooms and villas, as well as condominiums. The resort has two restaurants, and an on-site pastry and gelato shop; an authentic European carousel and extensive meeting space. The 17,000 square foot Spa is one of Utah's largest and features a rock-hewn steam grotto. **Contact: www.zermatt.dolce.com**



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Go West Summit Continued From Page One

Highlights from the Go West Summit appointments included:

- A delegation from **Hong Kong** is very interested in developing Utah tours.
- **LasVegasandMore.com** wants to bring Harley Davidson "Saints and Sinners" tours through Utah.
- **Vision Air**, based in Las Vegas, will be providing air service to **Logan** four days a week beginning this spring. The company is interested in **ski programs** in northern Utah and in exploring **other destinations** which could benefit from air service.
- Ann Thomas, former NTA president and owner of **Western Discovery** in Nevada, is interested in offering **customized Utah tours** including "Red Hat Club" trips; golf; fall foliage; special event; and soft adventure tours.
- A participant in UOT's recent Meier's German Fam committed to book group travel to **Powder Mountain Resort**.

COUNCIL HALL HOSTS LAWMAKERS



Lieutenant Governor Gary Herbert and UOT Deputy Director Mike Deaver converse in the Zion Natural History Association Bookstore and Information Center

On February 10th as lawmakers arrived on Capitol Hill for another day of the legislative session, they were greeted by a large banner on the front lawn of Council Hall which read, "**WELCOME LEGISLATORS, COUNCIL HALL OPEN HOUSE.**"

Throughout the day, legislators and government officials took the opportunity to visit Council Hall, tour the newly-renovated office space, examine the State Capitol Building Restoration display and touch-screen kiosk, and visit with members of the Office of Tourism and Film Commission staff members.



The Lieutenant Governor in the remodeled shipping area with UOT Distribution Supervisor- Gerry Pond

Guests lingered to enjoy a light buffet of the Utah Department of Agriculture and Food's "Utah's Own" Brand of fine foods and beverages, all produced by companies across the state.

Attendees included members of the House of Representatives, the Utah State Senate, the Governor's Office, the Departments of Commerce and Natural Resources, and the Governor's Office of Economic Development.

UTAH RESTAURANTS AND LODGINGS EARN HIGH MARKS IN AAA'S LATEST RANKINGS

The **Stein Erickson Lodge** in Park City and **Grand America Hotel** in Salt Lake City have both received **Five Diamond Ratings** from AAA; the highest award given by the travel organization.

In addition, AAA's **Four Diamond Award** for service and quality has recently been granted to **26 Utah restaurants, hotels and other lodging establishments**. All of these awards reflect repeat recipient status, an indicator of the high level of customer service these Utah businesses are committed to providing.

The **Four Diamond Lodging Recipients** are: *The Homestead Resort, Invited Inn, Blue Boar Inn and Johnson Mill Bed & Breakfast* in **Midway**; *Red Cliffs Adventure Lodge, Sunflower Hill Luxury Inn and Sorrel River Ranch Resort & Spa* of **Moab**; *Hotel Park City, Silver King Hotel and The Grand Summit Resort Hotel* in **Park City**; in **Salt Lake City**, *The Hotel Monaco, The Hilton City Center, The Inn at Temple Square, Little America Hotel, The Marriot City Center, and The Salt Lake City Marriot Hotel*; *The Coyote Inn at Green Valley Resort & Spa* in **St. George** and in **Torrey**, *Skyridge Inn Bed & Breakfast*.

Restaurants receiving the Four Diamond Award are: *The Blue Boar and Simon's* in **Midway**; *Glitretind and Goldener Hirsch* in **Park City**; *La Caille, Log Haven, and Metropolitan* in **Salt Lake City**; and *The Tree Room* at **Sundance Resort**.

BOARD OF TOURISM DEVELOPMENT

Kim McClelland, Board Chairman

Colin Fryer, Vice Chairman

Bob Bonar

Steve Burr

Camille Cain

Hans Fuegi

Mona Given

Frank Jones

Georgianna Knudsen

Steve Lindburg

Jeff Robbins

Selleice Stokes

Bob Syrett

WHAT'S GOING ON ?

The Utah Office of Tourism is calling on event organizers around the state to submit their activities for 2006. There is no charge for UOT promoting statewide events on the Internet and in upcoming marketing materials. Information should be submitted on-line at utah.com/events/submit.htm. Annual and weekly event calendars are located on-line at travel.utah.gov/eventscalendar/index.html. UOT provides a list of events to media and tourism partners on a weekly basis. For questions or to subscribe to the Weekly events calendar, Contact: Sheri Bintz, 801-538-1306 or sbintz@utah.gov.

UTAH TRAVEL GUIDE FULFILLMENT REPORT

Visit travel.utah.gov to access the 2005 year-end Travel Guide Fulfillment Report which includes extensive demographic information on domestic and international visitor information queries.

GET FIT ON USA PARK LANDS

The Western States Tourism Policy Council, of which the UOT is an active member, will be joining forces with the National Parks Service to promote a new federal program urging visitors to become more fit and healthy by recreating at national parks, forest service sites, BLM recreation areas, and state parks. Watch for more information on this exciting partnership.

2006 UTAH SCENIC CALENDAR IS A WINNER

In the Calendar Marketing Association's 2006 National and World Calendar Awards Competition, the **Utah Office of Tourism's 2006 Utah Scenic Calendar** was honored in the National Calendar Awards Competition as the **Gold Award Winner for Best Graphic Design** in the Wall Calendar Category. The calendar also received the **Silver Award for Best Scenic / Other Photography**.

The Scenic Calendar was also among **six entries** selected for the final round of judging for **Calendar of the Year** in the National Calendar Competition.

In the World Calendar Awards Competition, Wall Calendar Category, the Utah Scenic Calendar received the **Silver Award for Best Graphic Design**, and the **Bronze Award for Best Scenic / Other Photography**.



According to Publications Coordinator **Janice Carpenter**, the 2006 Utah Scenic Calendar features the photographic artistry of some of the nation's finest landscape photographers.

Carpenter said, "We receive **over 3,000 photographs each year** to be juried for the Scenic Calendar."

"Kudos to **Scott Hardy**, the designer of the 2006 Scenic Calendar. He has produced more than 15 creative, award-winning calendars for the State of Utah," she added.

The Calendar Marketing Association's competitions draw the finest calendars in the world, including hundreds of commercial calendars entered by major publishing companies. The annual Utah Scenic Calendar has won **more than 30 National and World Competition awards** since 1993.

The theme of the 2006 Scenic Calendar, "**The Waters of Utah**" was selected based on the concept of "What happens to The Greatest Snow on Earth® when it melts?"

UTAH'S STATE PARK SYSTEM ADDS OHV FACILITY

The Division of State Parks recently donated Jordan River State Park to Salt Lake City. The Division did, however, retain the **Jordan River Off Highway Vehicle Park and OHV Center**, which becomes the Division's 42nd facility.

State Parks offers safety programs, maps and information on use of Off Highway Vehicles, including extensive information on the state's trail systems.

In addition, The Division of State Parks recently printed a new Field Guide with information on activities at all of Utah's state parks.

For more information, Contact: **801-538-7220** or stateparks.utah.gov.



ON THE HORIZON

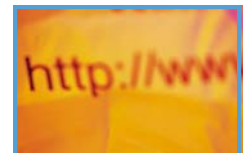
The Travel Industry Association of America (TIA) has provided the following outlook information for the tourism industry:

Travel expenditures are expected to rise to **\$662 billion** in 2006.



Leisure travel is forecast to **increase by nearly 4%** in 2006.

Survey results indicate a majority of travel planners (**78%, or 79 million Americans**) turned to the Internet for travel or destination information in 2005. Much higher than the 65% of on-line travel planners in 2004.



Turin Olympics Exposure & Utah Weather Patterns Are The "Icing On The Cake" For 2005-06 Ski Season

Utah ski industry officials can hardly imagine a better scenario for this winter:

Constant references to Salt Lake City's 2002 Winter Olympics during the games in Turin, Italy. Well-above average snowfall blanketing the state's ski areas. And, as an unexpected bonus, relatively little snow in the Salt Lake Valley to slow travel.

"There are no delays at the airport, and easy access to the ski areas," said Krista Parry, spokeswoman for Park City Mountain Resort.

Midseason indicators suggested Utah will see its third record-breaking ski season in a row. The Turin Olympic athletes and commentary frequently mentioned Salt Lake City.

Utah's reputation for good skiing has grown steadily since 2002, and the Turin games will provide a welcome boost according to industry officials.

"It's so rare that skiing is in front of a national audience like this. It's got to help," said Nathan Rafferty, president of Ski Utah. Utah had 3,429,141 skier-days in the 2003-04 season and 3,895,578 last winter - both records.

Meanwhile, as some ski regions around the country are experiencing a snow drought, snow continues to pile up at above-average rates at Utah ski destinations. Resorts along the Wasatch Range are currently at as much as 160 percent of average snowfall, according to the National Weather Service. But the snow that's been a boon for ski resorts has spared communities along the Wasatch Front.

Excerpted from an article by Jim Graham of *The Associated Press*.



UTAH OFFICE OF TOURISM - "OUT AND ABOUT"

Staff members from the Utah Office of Tourism have recently participated in, or will soon participate in, the following Trade Shows, Conferences, Meetings, Seminars, Familiarization Tours and Events:

Trade Shows

February 1—4	Go West Summit in St. George, Utah
March 8—12	ITB (Internationale Tourismus Borse) in Berlin, Germany
May 6—11	Pow Wow in Orlando, Florida



Utah's Booth at
ITB in Berlin

Conferences, Meetings and Seminars

March 9—11	Greater Western Chapter Travel and Tourism Research Association Annual Meeting & Professional Development Seminar, Park City, Utah
March 16—18	Civic Tourism Conference in Prescott, Arizona
May 17—19	Utah Tourism Conference in Ogden, Utah

Familiarization Tours

January 25—29	Richard Nowitz Photography, Media – National Geographic Image Collection Agency & Conde Nast Traveler / USA Market – Salt Lake City, Great Salt Lake, Ogden
January 27—February 1	Meiers Weltreisen, Travel Agencies / German Market – Skiing, Northern Utah Resorts
January 27—March 4	CANUSA, Tour Operator / German Market – Skiing, Northern Utah Resorts
January 27—February 1	Go West Summit Fam, Int'l & Domestic Tour Operators / Int'l & US Markets – Southern Utah National Parks
January 28—31	Go West Summit Fam, Int'l & Domestic Tour Operators / Int'l & US Markets – Southern Utah Pioneer and Native American Heritage Sites
February 5—8	Go West Summit Fam, Int'l & Domestic Tour Operators / Int'l & US Markets – Southern Utah State and National Parks
February 5—9	Family Fun Magazines, Media / USA Market – Skiing, Northern Utah Resorts
February 17—21	German Press Trip, Media / German Market – Salt Lake City, Park City, Park City Mountain Resort, Deer Valley
March 3—8	U.S. Frontline of Japan, Media / Japanese & USA Markets – Salt Lake City, Temple Square, Park City & the Park City Resorts, Olympic Park
March 10—15	Ski Journal of Japan, Media / Japanese Market – Salt Lake City, Temple Square, Park City, Deer Valley, Moab, Arches N.P., Dead Horse Point S.P., Canyonlands N.P.
March 20—23	Women's Only Activities, Media – Women's Media Outlets / US Market – Salt Lake City, Alta, Park City, The Canyons, Deer Valley

Events

January 19—29	Sundance Film Festival, Park City,
April 5	Utah, Life Elevated Brand Launch, Salt Lake City



Filmmaker's Brunch at the 2006
Sundance Film Festival

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SHOOT HERE. LOVE LIFE.
film.utah.gov

Regional Film Commissions

Park City Film Commission

Contact: Sue Kapis
1910 Prospector Avenue
P.O. Box 1630
Park City, UT 84060
435-649-6100
800-453-1360
parkcityfilm.com

Utah Valley Film Commission

Contact: Blaine Wilkey
111 S. University Avenue
Provo, UT 84601
801-851-2105
800-222-UTAH
utahvalley.org/film

Kane / Kanab County Film Commission

Contact: (Cowboy) Ted Hallisey
78 South 100 East
Kanab, UT 84741
435-644-5033
800-SEE-KANE
kanecounty.com

Moab to Monument Valley Film Commission

Contact: Ken Davey
P.O. Box 640
Moab, UT 84532
435-259-6388
filmmoab.com

THE SUNDANCE FILM FESTIVAL

At the Sundance Film Festival in January, 2006, the Utah Film Commission in cooperation with the Utah Office of Tourism hosted a hospitality suite. Part of the "Monkeys in Pants Green Room." The Utah Film Commission's area gave festival-goers a place to trade the cold and snow for a pleasant site to sit and rest during festival activities. In order to make sure that attendees received the best treatment possible, the UFC offered free, seated massages provided by the Utah College of Massage Therapy.



Free Massages by The Utah College of
Massage Therapy were available at the
Film Commission's Hospitality Suite



Attendees at the Annual Filmmakers Brunch

The Hospitality Suite also served as the location for the 4th Annual Filmmakers Brunch. The UFC partnered with the Park City Film Commission to host filmmakers, industry professionals and the AFCI (Association of Film Commissioners International) at the event. Approximately 150 people attended the brunch, which included a special visit from the Learning Channel (TLC).

TLC's *What Not to Wear*, conducted a "fashion intervention" on The Sundance Institute's own Vandy Chisholm. The premise of the popular television show hosted by Clinton Kelly and Stacy London is that people nominate their friends to have their wardrobes and personal styles completely redone. Ms. Chisholm was nominated by fellow Sundance staffers.

Looking back on the success of the Sundance Hospitality Suite, Utah Film Commission Director, Aaron Syrett said, "It was a great atmosphere for the filmmakers and attendees because it gave them a laid back environment where they could relax from their hectic film festival schedules."

2006 was the first year The Utah Office of Tourism had two information centers to encourage filmmakers and festival visitors to return to Utah for vacations.

For film related inquiries, call 538-8740 or 800-453-8824, or visit the Film Commission's website at film.utah.gov.



What Not to Wear's Stacy London (left) and The Sundance Institute's Vandy Chisholm during her "Fashion Intervention"

Council Hall Houses Display On Utah State Capitol Renovation



Situated directly south of the State Capitol, Council Hall is the site of a display created by the Utah Capitol Preservation Board and the Utah Office of Tourism.

Between now and the Capitol Project's completion in 2008, the display will provide visitors with information on the base isolation project and the interior and exterior renovation of the Capitol Building.

It includes a touch screen kiosk, interpretive display panels and artifacts from the Capitol Project. The display allows visitors to

enjoy a glimpse of the colorful history of Capitol Hill and vicinity.

The Utah Office of Tourism
Council Hall on Capitol Hill
300 N. State Street
Salt Lake City, UT 84114

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Hop Valley in the Kolob
Section of Zion Nat'l Park

THE GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

UTAH OFFICE OF TOURISM

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travel.utah.gov or www.utah.travel